

WTVE-TV 51
READING, PENNSYLVANIA
FOURTH QUARTER 1992

SECTION I

Issues/Programs Report

WTVE-TV 51
READING, PENNSYLVANIA
ISSUES/ PROGRAMS REPORT
FOURTH QUARTER, 1992

I. PUBLIC SERVICE PROGRAMMING

ISSUES SIGNIFICANTLY ADDRESSED DURING THE PERIOD OCTOBER 1, 1992-DECEMBER 31, 1992:

1). ISSUE: ANIMAL WELFARE

"Pets-of-the Week"AFFIDAVIT "1"

WTVE produces these one-minute segments each week in conjunction with the local Humane Society. The shelter provides dogs and cats which the station tapes in-studio, along with a description about each animal. Viewers are urged to become a part of the Society's "Adopt-A-Pet" program.

Note: The series has proved highly successful. Even if the pets on-screen are adopted early in the week, it still brings people to the shelter to adopt other pets.

"Animal Rescue League"AFFIDAVIT "2"

WTVE produced this 30-second P.S.A. that shows various aspects of the Animal Rescue league, including grooming, information on spaying and neutering, and training tips. WTVE also did tape dubs and sent the spot to other area television stations.

2). ISSUE: ARMED FORCES CONCERNS

"Soldiers Greetings"AFFIDAVIT "3"

These three-minute segments were furnished by the Army and Air Force Hometown News Television. WTVE produced four segments using the raw footage they supplied, editing and post-producing them into localized greetings. The purpose of the campaign was to enable soldiers overseas to say hello to their family and friends in our viewership area. WTVE produced a five-minute greeting tape to air during Christmas Day programming.

"Storm Clouds"AFFIDAVIT "4"

This two-hour movie was based on events surrounding the Persian Gulf War. A father is out of work until he gets called to the Persian Gulf. The movie showed how the other members of the family went about their daily lives while he was away. The feature also explored feelings of the public, how many felt that the U.S. shouldn't be fighting the war. The movie concludes as the father returns safely home.

"Selective Service"AFFIDAVIT "5"

This 30-second P.S.A. advises men who are turning 18 years of age that they are required to register with the Selective Service. The spot states that it's quick, it's easy and it's the law. Sponsored by the Selective Service System.

3). ISSUE: COMMUNITY AWARENESS

Community Calendar.....AFFIDAVIT "6"

These 60-second inserts, produced and edited by WTVE, promote activities, fund-raisers and events of local nonprofit agencies and organizations. Examples include:

- *The Decorative Arts in Early America will have its grand opening at the Galleries at Winterthur, October 10th and 11th.
- *Wiley House Treatment Center is seeking foster parents in Berks County for temporary services.
- *Hot air balloons will rise above Hershey on October 17th and 18th. Call for information.
- *Follow the Blue Comet Train to Catsworth, New Jersey and join the Ninth Annual Chatsworth Cranberry Festival on October 17th and 18th at the White Horse Inn.
- *The Annual Conference on Learning Disabilities will be held October 16th and 17th at Bryn Mawr College. Call for registration.
- *The Juni Diabetes fund will hold a Walk for Cure on October 18th. Bring a friend to the Grings Mill between 11:00AM and 1:00 PM.
- *The American Indian Dance Center will perform at Kutztown University on October 22nd in Scheffer Auditorium at 8:00 PM.
- *Family members coping with mentally ill relatives are invited to join in a research project offering services free of charge. Call the T.E.C. Network for more information.
- *Wagon rides and pumpkin carving are part of the "Pumpkin Patch Weekend" at Landis Valley Museum on October 24th and 25th. Afternoons only.
- *The Handcraft Unlimited's holiday craft show will be held at the Manheim Farm Show complex on October 24th and 25th.
- *The Salem United Methodist Church of Orwigsburg will host their Third Annual craft show on October 24th from 9:00 AM to 5:00 PM.
- *The Animal Rescue League on Rt. 724 will hold a low-cost rabies clinic on October 24th from 1:00 to 2:30 PM.
- *The Humane Society's pet Halloween Party will be held on October 25th from 1:00 to 4:00 PM.
- *The Historical Society of Reading will host a collection of Mary Hoyer dolls and accessories November 24th through January 16th, Tuesdays through Saturdays, 9:00 AM-4:00 PM.
- *The Reading Society of Model Engineers will have an open house November 28th and 29th from 12:00 to 5:00 PM.

- *Lancaster Bible College will present a Christmas collection by a festival choir, December 5th at 7:30 PM and December 6th at 2:30 PM.
- *Kutztown University will present the solo dance of Judith Ren-Lay on December 4th at 7:00 PM.
- *A holiday craft show will be held at Wilson Southern Junior High School on December 5th from 9:00 AM to 4:00 PM.
- *The State Theater will present Heidi, December 4th at 10:30 AM.
- *The Junior League of the Lehigh Valley will present a "Festival of Trees" at the Phoenix Square Market from December 5th to December 13th. Call for more information.
- *The First United Church of Christ will hold a festival chorus on December 6th at 3:00 PM.
- *Central Catholic High School will present their Christmas festival service on December 6th at 4:00 PM. Call for more information.
- *Berks County Senior Citizen's Council will host its Nineteenth Annual Thanksgiving Dinner at 12:00 Noon on November 26th. Call for reservations.
- *The Norco Fire Company train meet will be held on November 22nd from 9:00 AM to 2:00 PM.
- *The USA vs. Russia Olympic Invitational Amateur boxing tournament will be held at the Hershey Park Arena on November 17th at 7:30 PM.
- *The Hawk Mountain Country Store will hold its "Festival of Lights" on November 22nd from 12:00 to 9:00 PM. Call for more information.
- *The Tenth Annual Hershey Park Christmas Candy Lane will open November 13th.
- *Central Catholic High School will sponsor an art show and auction on November 14th.
- *The Good Shephard United Church of Christ will hold its Nineteenth Annual Christmas bazaar, November 13th and 14th.
- *The Moravian College Theater Company will present "Do Black Patent Leather Shoes Really Reflect Up?" from November 13th through the 15th.
- *Trinity Lutheran Church will present a Bach recital from 12:05 to 12:30 PM every first and third Wednesday of November.
- *Gilbertsville Fire Company will hold a train meet on January 10th from 9:00 AM to 2:00 PM.
- *The Poetry Group workshop for January will be held on January 10th at 2:00 PM in the Flame Room at UGI.

- *The Thirty-Fourth Annual Christmas celebration at Landis Valley will be held on December 15th from 6:00 to 8:30 PM.
- *The Friendship Hook and Ladder Company will have both Lionel and HO-scale layouts on December 18th from 4:00-8:00 PM.
- *The Historical Society of Berks County will present the Luft Studio Marionettes presentation of Santa's Workshop on December 19th and 20th at 9:30 AM, 11:00 AM and 1:30 PM.
- *"A Christmas Carol" will be performed at Great Valley High School on December 18th at 8:00 PM. Call for more information.
- *Experience Christmas internationally at the Hershey Museum, December 18th at 7:00 PM.

4). ISSUE: CONCERNS OF CHILDREN

"Adventure Pals"AFFIDAVIT "7"

This award-winning series for children uses a mix of stories, music, clowns, puppets and special guests to address real-life issues facing kids. Self-esteem, parent/child relationships and concern for others are some of the topics. Broadcast weekly, the program encourages the development of positive, pro-social character traits such as sharing, honesty, integrity and taking responsibility. Produced by Christian Children's Associates, there are no product advertisements or commercial breaks within the half-hour programs.

"Go for It"AFFIDAVIT "8"

A half-hour weekly children's show mixes sports celebrities with interviews to stress the importance of fitness. Guests include Minnesota Timberwolf forward Christian Laittner, former Baltimore Orioles pitcher Jim Palmer and basketball-great Kareen Abdul Jabbar. Tips and features include the proper way to place a tennis serve, how to get the most out of field goal kicks and exercises for building up ice skating muscles.

By combining profiles on positive role models, while instructing the young viewer by interaction, the show teaches fitness at a young age and lets children know that if they work hard at something, they will attain it.

"Candid Kids Club"AFFIDAVIT "9"

This weekly half-hour program blends entertainment and education. Shows range in topics from book reviews to picking the right shoes for the right sport. The program takes its viewers to interesting places, such as the Sturges Pretzel factory and to a farm where a blacksmith shoes horses. The program also explores social issues, such as an interview with Magic Johnson.

"Candid Kids Club" teaches children self-esteem through education and recreation. The program stresses the need to get along with the environment, to get along with each other, but most of all, to get along with one's self.

"A Child is Born"AFFIDAVIT "10"

The birth of Jesus is told through the eyes of children. The half-hour program, produced by Bonneville Communications, features music by the Mormon Tabernacle Choir.

"Kids International"AFFIDAVIT "11"

This half-hour program, aimed at 2 -12 year-olds, is instructive and informational as it teaches scripture from educational Bible videos. The videos are respected and praised by major churches as providing an interesting and entertaining way to teach children about the Bible at an early age. Segments about God's love and the world about us are taught through sing-alongs and puppet shows. Hosted by Peter Enns.

"Kidspeace"AFFIDAVIT "12"

The National Center for Kids in Crisis sponsors this 30-second P.S.A., in conjunction with the local chapter in Allentown. Our staff works closely with the regional office to alert the viewership of the need to prevent child abuse. It urges parents to seek more information before child abuse becomes a reality in their homes.

"Puppy Raising"AFFIDAVIT "13"

The Seeing-Eye School sponsors this 30-second P.S.A. to thank 4-H groups for raising seeing-eye puppies to become seeing-eye dogs. The spot explains that various 4-H clubs from around the country take part in the program. In it, members raise puppies from eight weeks of age to one year old for the sole purpose of preparing them for their work as seeing-eye dogs.

"Dudley's Dental Quiz"AFFIDAVIT "14"

The American Dental Association sponsors this 30-second P.S.A. aimed at educating youngsters about the need for proper tooth care. In the spot, Dudley is asked by the teacher what keeps teeth and gums healthy. He states that brushing twice a day will stamp out germs and disease.

"Geography"AFFIDAVIT "15"

This 30-second P.S.A. is aimed at pre-teens to make them aware of the world around them through geography. Through singing and game-playing, they urge other youngsters to become interested in geography, showing that it can be fun.

5). ISSUE: CONCERNS OF THE ELDERLY

WTVE post-produces and airs an ongoing three-minute feature entitled "Elderly Update". The station takes stock footage from a newsfeed company and localizes the features with wraparound information about the following area seniors groups and other health organizations:

- *Berks County Office of Aging
- *Horizon Center
- *Berks County Senior Citizens Council
- *Kutztown Senior Neighborhood Center
- *Mifflin Senior Neighborhood Center
- *Hamburg Senior Neighborhood Center
- *Temple Association for Retired Professionals

The following installments of "Elderly Update" aired on WTVE in the Fourth Quarter of 1992:

"Credit Cards"AFFIDAVIT "16"

More than six thousand financial institutions offer bank cards. And the chance that if consumers really took the time to look for a card that suits their needs, they could save over \$700.00 per year. Peter Hackes reports on what to look for when considering various credit card offers. Segment also slates upcoming activities for local seniors.

Note: This segment also includes a community calendar of local activities and events at area seniors centers.

"Breathe Easier, America"AFFIDAVIT "17"

Studies show that more than 72 million Americans suffer from nasal and sinus congestion, including sinusitis and allergies. Frank Seltzer reports that while many people suffering from these illnesses don't make a big thing of it, the costs of treatments and medications is phenomenally high.

Note: This segment also includes a community calendar of local health-related classes, events and activities.

"Patient Compliance"AFFIDAVIT "18"

Tom Kendall explains that many people don't take medicines because of the taste. He shows what advances are being made in the pharmaceutical field to make medicines more palatable.

Note: This segment also includes a community calendar of local health-related classes, events and activities.

"Guilt-Free Goodies"AFFIDAVIT "19"

This segment explores snack foods and what strides are being made to duplicate the tastes in healthy substitutes. The report states that new products are on the horizon to satisfy consumer cravings. The piece talks about marketing efforts underway to guide consumers to the new products.

Note: This segment also includes a community calendar of local events and activities at area seniors centers.

The following P.S.A.'s pertaining to issues of the elderly aired on WTVE in the First Quarter of 1993:

"Alzheimers Disease"AFFIDAVIT "20"

The American Health Assistance Foundation sponsors this 30-second P.S.A. in conjunction with the Independent Telephone Pioneer Association. Elderly citizens and concerned family members are given ways to find out more information about the disease.

6). ISSUE: CONCERNS OF THE ENVIRONMENT

"Trout Unlimited" (I).....AFFIDAVIT "21"

WTVE works closely with the Pennsylvania Council of Trout Unlimited, out of Harrisburg, and the local Tulpehocken Chapter to promote preservation of cold-water resources. The first P.S.A., 30-seconds in length, identifies what constitutes a cold-water resource and the need to protect it.

"Trout Unlimited" (II).....AFFIDAVIT "22"

Another in a series of P.S.A.'s from the Pennsylvania Council of Trout Unlimited, this spot talks about what is being done to clean up our natural resources.

"Trout Unlimited" (III).....AFFIDAVIT "23"

This 60-second P.S.A. from the Pennsylvania Council of Trout Unlimited features former President Jimmy Carter casting for trout. He talks about what pollutes streams and how it kills stream life. He urges all Americans to get involved in saving our natural resources.

"Rain Forest Rescue"AFFIDAVIT " 24"

This 30-second P.S.A. is sponsored by the National Arbor Day Foundation. It focuses on man's destructive ways on rain forests. The spot states that 96,000 acres of rain forest are burned each day. It goes on to state that this is responsible for global warming trends, as well as causing wild animals to become extinct. The rain forests support over half the world's wild life, but occupy only two per cent of the earth.

7). ISSUE: CONCERNS OF THE HANDICAPPED

"Berks County Center for Independent Living".....AFFIDAVIT "25"

WTVE produced this 30-second P.S.A. featuring the BCCIL, in which disabled individuals can seek help and training to become self-sufficient.

"T.E.C. Network"AFFIDAVIT "26"

WTVE produced this 30-second P.S.A. for the T.E.C. Mental Health Association of Southeastern Pennsylvania. The spot talks about the organization's efforts in conducting a study on mental patient families in Philadelphia in order to find out specific needs.

"Photos"AFFIDAVIT "27"

The Epilepsy Foundation created this 30-second P.S.A. The message incorporates the use of photographs, showing how epileptics don't appear different than anyone else. This spot is a part of the Foundation's ongoing efforts to educate the public about the disease of epilepsy.

"Understanding Mental Illness"AFFIDAVIT "28"

This 30-second P.S.A., sponsored by the National Mental Health Association, alerts viewers about what to look for when detecting early signs of mental illness. The Association also provides a free book for this wishing more information about mental illness.

"Stairs"AFFIDAVIT "29"

The 1992 Depression Awareness Campaign and the National Institute of Mental Health and Human Services sponsor this 30-second P.S.A. in conjunction with the Alcohol, Drug Abuse and Mental Health Administration. The spot focuses on what depression is and how to detect it in family members. It urges the audience to get more information if they think someone they know is in need.

"Multiple Sclerosis Association of America"AFFIDAVIT "30"

The P.S.A., presented by the Multiple Sclerosis Association of America, promotes ways that families can call with questions or problems arising from MS. It also urges viewers to find out more about the disease. The spot explains how the organization provides free use of wheelchairs and counseling at its various branches across the country.

"Finest Places"AFFIDAVIT "31"

This 30-second P.S.A., sponsored by the Foundation for the Blind, informs the audience that guide dogs are well trained and permitted in the most exclusive places. It states that anywhere people are allowed in public, so are guide dogs.

8). ISSUE: CONCERNS OF YOUTH

"It Began at A Party"AFFIDAVIT "32"

Mother Basilea Films produced that half-hour documentary in which the Mother Basilea talks to today's youth. In this docu-drama, a teenager finds Jesus Christ and is returned to a life of love and understanding. Note: For more information on Mother Basilea and her teachings, please see "Religion".

"Reading Lions"AFFIDAVIT "33"

This 30-second P.S.A. was produced by WTVE in conjunction with the Lions International Quest Program. The purpose of the spot is to educate children and teens about the dangers of drugs and alcohol prevention. The P.S.A. shows volunteers at work in schools, the church and homes.

"Young Woman of the Year"AFFIDAVIT "34"

This 30-second P.S.A. promoted the upcoming Pennsylvania Young Woman of the Year competition, which took place November 27th and 28th. Entrants are young women from the state of Pennsylvania, ages ninth through twelfth grade. WTVE customized this P.S.A. using local footage from the non-profit Foundation, giving it a local appeal.

"Hard Talk"AFFIDAVIT "35"

This 30-second P.S.A. takes the approach that today's problems demand tough talk. It urges parents and teachers not to turn their backs on teens, but rather to give it to them straight about staying off drugs, gangs and other detrimental forces in order to lead productive lives now and build for the future.

"Youth for Understanding"AFFIDAVIT "36"

The American Overseas Programs sponsors this 30-second P.S.A. to promote exchange programs. The world is now a global society, it is essential that cultures understand one another. One of the most optimal ways to get cultures together is through exchange programs. Also, exchange programs aren't just for the upper-class. Everyone can take part.

"Jeanie"AFFIDAVIT "37"

This 30-second P.S.A. is sponsored by the National Institute on Drug Abuse and the U.S. Department of Health and Human Services. The spot shows a cartoon woman getting up in the morning. A man is in the shower. She had too much to drink the night before and doesn't even know who he is. The point of the P.S.A. is that drinking, drugs and AIDS are related. The P.S.A. concludes by stating that life isn't a cartoon.

9). ISSUE: CONSUMERISM

"Holiday Spirit - Christmas/Hannakuh Show"AFFIDAVIT "38"

This one-hour program includes tips on holiday decorating, shopping, holiday fashion and accessories, as well as recipes and holiday safety tips.

"U.S. Savings Bonds"AFFIDAVIT "39"

The National Reserve sponsors this 30-second P.S.A. urging people to invest in U.S. Savings Bonds.

Note: Staff members meet with Bob Daday, the Philadelphia representative, to decide what rotation for these P.S.A.'s will have optimal effectiveness.

10). ISSUE: CRIME

"Pennsylvania Crime Stoppers"AFFIDAVIT "40"

Produced, scripted and edited by WTVE-TV 51 weekly, this 30-second P.S.A. alerts our viewership to be on the lookout for criminals whose whereabouts are unknown, but who are potentially thought to be in the station's coverage radius.

11). ISSUE: CULTURE

"Reading Public Museum" (I).....AFFIDAVIT "41"

Produced by WTVE, this 30-second P.S.A. promotes the Interactive Video exhibit at the Reading Public Museum. The spot shows children learning about the continents. There are only 20 other such exhibits in the world.

"Reading Public Museum" (II).....AFFIDAVIT "42"

Another 30-second P.S.A. produced by WTVE-TV 51, this award-winning spot focuses on the "American Heritage" exhibit. In it, we are told that "American heritage comes alive at the Reading Public Museum".

"Berks County Museum Council" (I).....AFFIDAVIT "43"

This 30-second P.S.A., produced by WTVE in conjunction with the local museum foundation, promotes historical attractions in the area:

- *Conrad Weiser homestead
- *Mid-Atlantic Air Museum
- *Boyertown Museum of Historic Vehicles
- *Reading Company Technical & Historical Society
- *Reading Public Museum

"Berks County Museum Council" (II).....AFFIDAVIT "44"

Another 30-second P.S.A., produced by WTVE in conjunction with the local museum foundation, promotes these additional historic area attractions:

- *Hopewell Village
- *Berks County Heritage Center
- *Old Dry Road Farm
- *Historic Preservation Trust of Berks County
- *Daniel Boone Homestead

"Reading Musical Foundation".....AFFIDAVIT "45"

This 30-second P.S.A., produced by WTVE, promotes the importance of bringing musical events to Berks County. The spot tells the viewership how to get a free Calendar of Events, which includes information on music for schools, Seniors' concerts, public concerts, scholarship funds and activities of the Reading Symphony Orchestra.

12). ISSUE: EDUCATION

"Berks County Literacy Coalition" (I).....AFFIDAVIT "46"

WTVE produced this 30-second P.S.A. which focuses on the rewards of teaching someone else to read. It urges viewers to contact the Berks County Literacy Coalition to find out more about ways they can help.

"Berks County Literacy Coalition" (II).....AFFIDAVIT "47"

Based on the success of the first P.S.A., the Berks County Literacy Coalition asked WTVE to produce a companion spot. The 30-second message shows people trying to read foreign languages. Then it shows Americans for whom English seems like a foreign language. The P.S.A. urges our viewership to contact their local chapter.

13). ISSUE: ETHNIC CONCERNS

"Seat of Power".....AFFIDAVIT "48"

The Thurgood Marshall Scholarship fund sponsors this 30-second P.S.A. It features actress Jackee, singer Nancy Wilson and Actor/Director Bill Drake. The point of the spot is to stress education. They take the viewer on a tour of the inner city, then move to a college campus. From there, it's on to a courthouse. The P.S.A. explains that the Thurgood Marshall Scholarship Fund is the only scholarship of its kind awarded to African-American students who attend a Black public college for the entire course of their four-year attendance.

"Life's Too Short".....AFFIDAVIT "49"

A 30-second P.S.A., the message is that life is too short for prejudice and bigotry. The spot urges people of all races to work together in order to make this country a better place in which to live.

14). ISSUE: FAMILY

"Songs of the Season".....AFFIDAVIT "50"

Bonneville Communications produced this 30-minute special. Set in the world-famous Tabernacle in Salt Lake City, the Mormon Tabernacle Choir performs a collection of Christmas music.

"My Favorite Christmas".....AFFIDAVIT "51"

This half-hour, commercial-free program shows how faith and understanding will help those through darkness when they're most in need. The Salvation Army sponsors this special about a man who is filled with despair, until he discovers the deeper meaning of Christmas and he awakens again.

"Nora's Christmas Gift".....AFFIDAVIT "52"

In this one-hour feature, produced by Bonneville Communications, Celeste Holm plays an forthright, self-sufficient woman. When old age and blindness diminish her ability to give to others, all she wants to do is give up. Her life-long friend played by Elizabeth Wilson comes to her aid. They relive old memories and arrive at truth and the real meaning of Christmas.

"Mr. Krueger's Christmas".....AFFIDAVIT "53"

Jimmy Stewart plays a widowed apartment janitor who daydreams to escape his lonely life. He pictures himself, among other things, as the conductor of the Mormon Tabernacle Choir as well as being a part of the Nativity Scene with Mary, Joseph and the infant Jesus. Produced by Bonneville Communications.

"Christmas - A Time to Forgive".....AFFIDAVIT "54"

This half-hour program, produced by Mother Basilea films, focuses on families and communities who share Jesus Christ through love and forgiveness. The program shows that peace and understanding knows no boundaries, and that it is and must continue to be a global phenomenon.

"Gospel Music on Stage".....AFFIDAVIT "55"

Produced by WTVE, this hour-long show features Ken Taylor and Hovie Lister. Shot in-studio and on-location at many concerts in and around the area, the show features interviews and performances by many of the popular Southern gospel groups who reach their audience with important messages of the day.

"Gospel Music Southern Style".....AFFIDAVIT "56"

WTVE also produced this hour-long program that features Ken Taylor with interviews and performances of many of today's top Gospel groups. Taped on-location at a concert in Lancaster, groups featured include Gold City, the McCamies and the Hoppers. These performers spread the word of joy both through song and conversation.

"Bring Them Home".....AFFIDAVIT "57"

On December 24th and 25th, WTVE, in conjunction with Home Shopping Network and The Missing Children's Help Center (headquartered in Tampa Bay, Florida) ran programming throughout the day and night showing information and pictures of missing children from around the United States. Entitled "Bring Them Home, America", the goal of this program was to show the problem that so many families do face, that of a missing child. The Help Center provided an 800-number for our viewers to call if they knew the whereabouts of any of the missing children. The Center was also taking donations to aid its ongoing efforts.

"In Search of Missing Children".....AFFIDAVIT "58"

This ongoing series is produced weekly by WTVE in conjunction with Children's Rights of Pennsylvania, Inc. The station edits pictures and information which it receives from the Allentown office. The missing children are from around the United States, from infants through late teens. WTVE edits, scripts and produces the one-minute segments.

"Toys for Tots".....AFFIDAVIT "59"

The U.S. Marine Corps continues with its service to the community during the holiday period. This 30-second P.S.A. asks the audience to donate new toys, so that needy children can have a Christmas, too. The spot also gives a number to call, should anyone know of a family in need.

"Happy Thanksgiving".....AFFIDAVIT "60"

Mother Basilea delivers a message in this 30-second P.S.A. that the holidays are a time for families to come together and give thanks. But this should not only be applicable to the holiday season, but for the rest of the year as well. Sponsored by the Mother Basilea missionary.

"Poverty Line".....AFFIDAVIT "61"

Sponsored by the Academy for State and Local Government, this 30-second P.S.A. talks about a program called "Success by Six". The spot states that children are the largest group of Americans living below the poverty level and stresses the need to plan for the future at an early age.

"Boys Town".....AFFIDAVIT "62"

The thrust of this 30-second P.S.A., sponsored by Boys Town, is "when you need a friend". The spot is directed at teens who may be in need of someone to talk to. If someone has a problem or is searching for an answer, the Boys Town National Hotline is free and available 24 hours a day.

"Tim and Daphne Reid"AFFIDAVIT "63"

This 30-second P.S.A., sponsored by Boys Town, stresses the importance and positive contributions of the organization. It promotes awareness of what the organization does and what it will take for it to continue to be a success.

15). ISSUE: HEALTH

WTVF post-produces and airs an ongoing three-minute feature entitled "Healthbeat". The station takes stock footage from a newsfeed company and localizes the features with wraparound information about the following groups and organizations:

- *American Cancer Society
- *Reading Urban Ministry Family Action Support Team
- *Lehigh Valley ALS (Lou Gehrigs Disease)
- *Community General Hospital
- *Reading Hospital
- *Saint Joseph Hospital
- *American Red Cross
- *Lupus Center

This following segments are three-minutes in length and were post-produced by WTVF using raw footage from a satellite news service.

"Caring for the Elderly"AFFIDAVIT "64"

The U.S. Administration on Aging sponsors a new hotline called "Eldercare Locator". Finding suitable health care for a family member is oftentimes a difficult proposition. By calling the hotline, family members are put in touch with resources of over 700 local agencies that become a single national referral service.

"High-Risk Pregnancy"AFFIDAVIT "65"

This 30-second P.S.A. features Delta Burke speaking on precautions to take early on in a woman's pregnancy, especially if there are extenuating circumstances. The P.S.A., sponsored by U.S. Health Care, states that the infant mortality rate in this country is particularly high, and promotes awareness on the part of everyone.

"Caveman"AFFIDAVIT "66"

The National Cholesterol Education Program, in conjunction with the National Heart, Lung and Blood Institute, sponsor this 30-second P.S.A. which urges everyone to lead a healthy life. In the spot, a caveman talks about taking it easier, and to watch his cholesterol intake so the same thing that happened to the dinosaurs won't happen to his family.

"American Liver Foundation".....AFFIDAVIT "67"

This 30-second P.S.A., presented by the American Liver Foundation, features the Surgeon General, Denver Broncos Coach Dan Reeves and singer Naomi Judd talking about the importance of taking care of one's liver by avoiding drugs and alcohol, and the need to take precautions against contacting hepatitis.

16). ISSUE: HUNGER

"Africa's Famine".....AFFIDAVIT "68"

Alex Trebek and Sarah Purcell host this one-hour program sponsored by Worldvision, a nonprofit organization raising money for Somalia, Zimbabwe and 15 other countries in Africa. The program features interviews with volunteers, with information on how the money is distributed and who it helps.

"Children Crying".....AFFIDAVIT "69"

This half-hour program is sponsored by the Baptist Haiti Mission and is hosted by Robert Guilleame of the "Benson" television series. The program shows the problem of starvation and poverty facing the children from the impoverished county of Haiti.

"Disaster Relief Fund".....AFFIDAVIT "70"

The American Red Cross requested the airing of this 30-second P.S.A. following the destruction of Hurricane Andrew in Homestead, Florida and other parts of southern Florida. The spots gives information about the funds needed for Red Cross volunteers to continue helping the families who were suddenly left homeless.

"Salvation Army".....AFFIDAVIT "71"

This 30-second P.S.A. is sponsored by the Salvation Army and urges viewers to donate money when they see bell-ringers during holiday shopping. The non-profit organization is urging people to think of the needy during the holidays.

17). ISSUE: MUNICIPAL/CIVIC CONCERNS

"Switchback Gravity Railroad".....AFFIDAVIT "72"

WTVE aired the half-hour program free of charge for the Switchback Gravity Railroad Foundation, a non-profit organization from Jim Thorpe, Pennsylvania. WTVE produced the program in 1992 for the Foundation at cost, adding a four-minute open and a four-minute close in-studio at no-charge. The purpose of the show is to promote awareness on the part of our viewership that efforts are underway to restore the historic Switchback Gravity Railroad, America's second-oldest railway and the longest route ever to run exclusively on gravity. In the opening and closing segments, Fred Windbeck, President of the Foundation, gives an update as to fundraising activities and talks about what will be required to rebuild Phase-One of the tracks. The train primarily delivered coal from the extensive mines in Carbon County, the primary source of coal for the Industrial Age.

"Working for a Greater Reading".....AFFIDAVIT "73"

WTVE produced this award-winning 30-second P.S.A. to boost city pride. The City of Reading is shown at work, with quick cuts of factories and offices. Mayor Warren Haggarty delivers the message that everyone must continually strive and work together to make Reading

"Fire Fighters".....AFFIDAVIT "74"

The Volunteer Fire Fighters of Pennsylvania sponsor this 30-second P.S.A. in which Lieutenant Governor Mark Singel urges citizens to become volunteer fire fighters. Mr. Singel states that people are needed not only to fight fires, but to perform essential duties in backup roles.

18). ISSUE: RELIGION

Dr. Eugene Scott.....AFFIDAVIT "75"

WTVE airs Dr. Scott's Bible teachings on Sunday mornings. Running times are varied.

Dr. Scott, a Bible scholar and Doctor of Theology from Stanford University, teaches scripture as it relates to modern-day society through interpretations of the Old and New Testaments in their original languages.

A philosopher, social critic, theologian and historian, Dr. Scott's teachings encompass translations of the Old Testament (Hebrew) and the New Testament (Greek) through history lessons as they pertain to the Bible.

Dr. Scott delivers discourse on such topics as:

- *Economic realities as a part of today's moral decay
- *Historical account of the Third Branch of the Reformation
- *Comparisons and histories of the teachings of Martin Luther, John Calvin and Ulrich Zwingli.
- *Analysis of the Book of Revelations, with emphasis on historical and philosophical implications
- *Cultural trends that are detrimental to God's will
- *Reasons for the ways modern-day society behaves as it does

Jimmy Swaggert.....AFFIDAVIT "76"

The Protestant Pastor from Baton Rouge, Louisiana airs Sunday mornings on WTVE as part of the station's non-entertainment programming. Topics taken from scripture from the Old and New Testaments include:

- *Justification by faith
- *Sanctification
- *Eternal belief and the fall from grace
- *The satanic inferences of Rock 'n' Roll
- *Present-day attacks on organized religion
- *The problems faced by working mothers

WTVE also aired a number of other different religious shows. Many were done under the auspices of Mother Basilea, a woman who made a brave stand for God in Hitler Germany, and who is now an acclaimed Christian leader and internationally renowned author. Her works are translated in over 60 languages. Mother Basilea founded the Evangelical Sisterhood of Mary and the little Land of Canaan in West Germany. Programs that WTVE aired, commercial-free and at no-charge, include:

"A Walk through Jerusalem at Jesus' Side".....AFFIDAVIT "77"

This half-hour program takes the viewer on an historic walk through Jerusalem and retraces the steps of Jesus.

"Jesus, Beloved Child".....AFFIDAVIT "78"

A half-hour program, this explores the events of the world following the birth of Jesus and what it has meant to the present-day. The program speaks of faith and how belief will overcome much of what is consuming the world today.

"Fill All the World with Songs of Praise".....AFFIDAVIT "79"

Mother Basilea leads a guided tour to some of the most beautiful places in the world: Switzerland, Austria, Germany and Norway. She shares with her viewers the challenge of nature, and asks that they give thanks to God the Creator.

"Joy Everlasting".....AFFIDAVIT "80"

This half-hour focuses on the ills of modern-day society, the hate crimes, moral crisis and world-wide unrest. Mother Basilea welcomes guests from all parts of the world as they discuss overcoming this turmoil through belief in scripture.

"Life's Deepest Meaning".....AFFIDAVIT "81"

This one-hour program was taken from Mother Basilia's talk at a renewal conference in Providence, Rhode Island. The program shows the audience responding to Mother Basalia's teaching and the Word of God.

"Land of Promise" (Parts I & II)..... AFFIDAVIT "82"

Total time one hour, this special is a modern-day adventure of faith. The program takes a viewer through the fear and distress of the modern-day world and explores spiritual principals that can change lives.

"Patmos - When the Heavens Opened".....AFFIDAVIT "83"

This half-hour program takes the viewer on a historic journey to an island in the Mediterranean where 2,000 years ago the disciple John was given a vision that is beginning to come true in our times. Mother Basilea invites the audience to look into the future and get a glimpse of Heaven.

"When God's Heart Breaks with Love".....AFFIDAVIT "84"

Mother Basilea examines the realities of modern-day society in this half-hour program. Rebellion at home and in our streets, wars and natural disasters are brought into perspective. Mother Basilea feels that Someone's heart is breaking, the loving heart of God. She delivers a message of salvation for the future.

"Abundant Life".....AFFIDAVIT "85"

WTVE aired this half-hour program in conjunction with the local chapter of the Seventh Day Adventists. The show includes the church's Pastor and interviews with local groups and leaders. Two of the features, each roughly five minutes in length, were produced by WTVE: 1). the segment on the Blue Mountain Academy, sanctioned by the church, this segment focuses on the institutions curriculum and involvement with the community; and 2). the Reading Rehabilitation Hospital, featuring Pastor Joe Nicosia, it spoke about the exemplary health care facility in Reading and its branch facility in Russia. WTVE produced both segments at cost and aired the half-hour programs at no charge.

19). ISSUE: SAFETY

"Keystone Safety Belt Network" (I).....AFFIDAVIT "86"

This award-winning P.S.A., produced by WTVE, promotes the benefit of wearing seatbelts to save lives. In the first installment, a State Trooper approaches the site of an overturned car and talks about the accidents he's responded to, and how seatbelts have helped to save lives. If they had been worn. The P.S.A. says wear seatbelts, it's the law.

"Keystone Safety Belt Network" (II).....AFFIDAVIT "86"

This award-winning P.S.A., produced by WTVE, promotes the benefits of wearing seatbelts to save lives. In the second installment, a coroner talks about the accidents he's responded to. He states that if motorists had been wearing seatbelts, his services may not be needed. The P.S.A. states wear seatbelts, it's the law.

"Radon Gas Mask".....AFFIDAVIT "87"

The Environmental Protection Agency sponsors this 30-second P.S.A. which urges people to have their homes tested for Radon. It shows a young boy and a dog wearing gas masks to point out the dangers of not testing for Radon in one's home.

"Dummy Cam".....AFFIDAVIT "88"

The Department of Transportation sponsors this 30-second P.S.A. in conjunction with the National Highway Traffic Safety Administration. This shows the effects of not wearing seatbelts from the dummy's perspective.

"Richard Petty".....AFFIDAVIT "89"

This 30-second P.S.A., sponsored by the Department of Transportation and the National Highway Traffic Safety Administration, features legendary stock car driver Richard Petty talking about seatbelts being just as important in everyday driving as they are on the race track.

"Desert Jeans".....AFFIDAVIT "90"

The U.S. Department of Transportation offers this 30-second P.S.A. as a part of its Safety Belt Education Campaign. Vince, the popular seatbelt dummy, is hitching a ride in the desert. A young woman drives up in a sports car and asks if he wears his seatbelt. He says that he doesn't and gets left in her dust.

20). ISSUE: VETERANS' CONCERNS

"A Time of Healing".....AFFIDAVIT "91"

This one-hour documentary was produced by WTVE in 1988. It focuses on the planning and dedication of the Berks County Vietnam Memorial in Reading's City Park. Featured were the large-scale memorial parade and dedication ceremonies, as well as interviews with families. Veterans gave a first-hand account of what it was like and also what it was like coming back home. The program intersperses the names and faces of those in whose honor the memorial is built. The staff spent roughly nine months researching, writing, filming and editing this tribute.

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"Americans Abandoned".....AFFIDAVIT "92"

The thrust of the program is that MIA's are still alive in Vietnam, and that the U.S. must never lose sight of this, nor turn its back on them. In order to give the one-hour program greater local meaning, WTVE worked closely with Doug Didyoung, President of the Reading chapter of Prisoners of War/Missing in Action. Mr. Didyoung came into the studio to cut a two-minute opening that brought home the need for continuing efforts that must be made on behalf of the MIA's. The wraparound also gave local information for viewers to contact the Forget-Me-Nots for more information about how they can become involved.

"Helping Veterans".....AFFIDAVIT "93"

This 30-second P.S.A., sponsored by the Veterans Administration, advises Veterans about Veterans Administration Benefits. It tells Veterans to apply from the Department of Veterans Affairs.

21). ISSUE: VOTING

"Kick Non-Voting".....AFFIDAVIT "94"

The American Legion sponsors this 30-second P.S.A. urging Americans to get out and vote. The spot shows citizens making up excuses for reasons why they won't go to the polls. A man states that he doesn't get paid to vote, so why should he bother. An elderly lady comes up from behind and kicks him. The point of the P.S.A. is to kick the non-voting habit and that everyone should exercise their right to vote.

"Flag".....AFFIDAVIT "95"

The 1992 Register and Vote Campaign sponsors this 30-second P.S.A. urging Americans to get out and vote. The spot speaks of studies showing only fifty per cent of the public every votes. It urges Americans to issue their right to vote, using the fifty stars on the flag as a symbol for the fifty per cent who do vote.

22). ISSUE: WEATHER

"Daily Weather".....AFFIDAVIT "96"

The station compiles information from the National Weather Service and edits, scripts and produces 30-second inserts daily.

23). ISSUE: WOMEN'S CONCERNS

"Berks Women in Crisis".....AFFIDAVIT "97"

WTVE produced this 30-second P.S.A. that advises local battered women where to go for help.

WTVE-TV 51
READING, PENNSYLVANIA
FOURTH QUARTER 1992

SECTION II

Affidavits

**WTVE • Reading Broadcasting, Inc.**

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: HUMANE SOCIETY Length: :60

10/01/92	10/14/92	10/25/92
01:25:50P	07:25:10A	07:58:30A
		08:26:44A
10/02/92	10/15/92	08:54:00P
08:20:09P	04:25:35A	
	05:54:00P	10/26/92
10/03/92		10:53:10A
01:54:57P	10/16/92	10:54:42P
07:47:03P	04:25:00P	
		10/27/92
10/04/92	10/17/92	04:21:56A
01:55:03P	08:23:11A	10:18:20A
		05:54:02P
10/05/92	10/18/92	08:21:45P
11:30:30P	07:58:25A	10/28/92
	08:13:36A	
10/06/92	03:26:01P	03:25:31A
10:19:29P		
	10/19/92	10/29/92
10/09/92	04:24:52P	01:24:46A
		05:54:02A
08:24:40A		02:25:28P
	10/20/92	06:24:28P
10/10/92	02:23:31A	
11:23:05P	06:22:57P	10/30/92
	10:25:26P	
		04:22:17A
10/11/92		02:54:00P
	10/21/92	06:48:17P
07:58:30A		
11:22:25P	05:54:05A	
	01:24:10P	10/31/92
10/12/92	04:25:32P	
		03:55:05A
08:24:50A	10/22/92	03:54:55P
		09:50:54P
10/13/92	12:49:35P	
01:53:28A	10/24/92	
09:50:10A		
08:54:02P	07:25:25A	
	08:54:00P	

AFFIDAVIT 1

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WTVE • Reading Broadcasting, Inc.

This is to certify that WTVE-TV51 aired the following Public Service Announcement at the below dates and times:

Title: HUMANE SOCIETY

Length: :60

11/01/92	11/08/92	11/16/92	11/25/92
03:55:00A	01:47:10A	09:23:19A	04:54:52A
07:58:30A	07:58:30A	08:53:58P	07:22:47A
03:48:30P	01:54:52P		
09:56:04P	07:47:45P	11/17/92	11/26/92
11/02/92	11/09/92	02:54:00P	04:54:54A
			11:19:55A
04:24:28A	04:54:53A	11/18/92	05:54:00P
02:24:28P	12:21:26P		
06:54:57P	06:22:14P	04:54:18A	11/27/92
	09:19:53P	10:53:45P	
11/03/92			04:55:00A
		11/19/92	07:18:37A
05:22:20A	11/10/92		
01:23:53P	09:50:00A	06:48:42A	
06:24:03P	10:51:11A	09:55:05P	11/28/92
	04:51:11P	08:54:02P	05:20:30P
11/04/92	09:23:18P		11:19:01P
		11/20/92	
00:22:29A			
07:22:28A	11/11/92	03:52:05A	11/29/92
02:25:20P	05:54:03A		07:52:34A
07:25:12P	10:55:40P	11/21/92	05:25:34P
		05:25:30P	11:23:03P
11/05/92	11/12/92	11:22:46P	
			11/30/92
04:53:37A	06:25:12A		04:54:57A
12:22:45P	09:21:39P	11/22/92	07:22:32A
06:23:25P	10:53:28P	07:58:30A	
09:24:50P		05:20:50P	
	11/13/92	11:23:20P	
11/06/92			
	08:53:58P		
04:54:00A		11/23/92	
06:23:28P	11/14/92	03:54:23A	
09:19:55P			
	02:54:00A		
11/07/92	02:54:04P	11/24/92	
	09:52:30P	04:55:00A	
01:47:10A		11:20:38A	
01:53:52A	11/15/92	09:54:02P	
07:53:59P			
	02:54:00A		
	07:54:30A		
	02:53:54P		
	09:47:06P		

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